

t..



CONTACT:
Insert Name
Samsung Electronics Co., Ltd.
Tel:+00-0-0000-0000
email@samsung.com

Samsung Launches Optimized Web Browser for Gear VR

Samsung Internet for Gear VR enables users to browse the web and enjoy content easily in a more immersive environment

SEOUL, Korea – December 2, 2015 – Samsung Electronics Co., Ltd today announced the optimized web browser for Gear VR. Samsung Internet for Gear VR is the latest virtual reality service along with a strengthened VR content ecosystem. The app now allows users to intuitively browse the web and enjoy content in a more immersive atmosphere without having to download content on to their smartphones.

“As a pioneer in the mobile VR industry, Samsung has continually worked to provide our users with a fully immersive mobile experience in the evolving world of virtual reality,” said Chan-Woo Park, Vice President of Product Strategy Team, IT & Mobile Communications Business at Samsung Electronics. “As the demand for 360-degree, immersive video content rapidly rises - Samsung Internet for Gear VR further enriches the VR content ecosystem for our consumers, setting an industry standard for the VR viewing experience.”

Through the Internet for VR, users can directly enjoy a variety of on-line content by browsing the web. It supports both 360-degree and 3D video streaming, as well as any HTML5 video from the web, allowing users to enjoy video content in a fully immersive environment.

Furthermore, in order to make text input intuitive and easy, Internet for VR provides voice recognition, along with on-screen keyboard. With Gaze Mode, users can select menus by simply gazing at them, without having to lift a finger. The app can also import bookmarks from the mobile web browser, Samsung Internet for Android, and provides helpful features such as Quick Access, Bookmarks and Tab Manager, giving users a familiar web browsing experience.

Samsung Internet for Gear VR beta version will be available for download in the Oculus Store beginning December 2. Supported Samsung devices include: Galaxy S6, Galaxy S6 edge, Galaxy S6 edge+, Galaxy Note 4 and Galaxy Note5 with Gear VR.

Full details are available at www.samsungmobilepress.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

###

